

A REMOTE WALK-A-THON

in honor of the Prelude Music Foundation
Weekend of November 12 - 14 2021



MISSION

The Prelude Music Foundation mission is to transform the lives and education of children in Houston through the power of music. They serve high-poverty, low-literacy communities where families often lack the tools to help support their children's cognitive and academic development. Utilizing the research-based music and movement curriculum Music Together®, the Prelude Music Foundation supports the cognitive, academic, and musical development of children during the most formative years of their lives.



CONTENTS

ABOUT THE EVENT – PAGE 2

OUR WHY – PAGE 3

GETTING STARTED – PAGE 5

FUNDRAISING TIPS – PAGE 6

SOCIAL MEDIA /EMAIL GUIDE – PAGE 7

SUGGESTED WALKING ROUTES /GOALS – PAGE 9

ABOUT THE EVENT

Welcome to the Prelude Music Foundation's first ever virtual/remote walk-a-thon, to be held on the weekend of November 12 - 14, 2021, in honor of the Prelude Music Foundation. We're so glad you've generously chosen to be a part of this event and to dedicate your time to supporting music education for pre-kindergarten students and young children in under-resourced parts of Houston.

Our fundraising goal is to raise \$10,000. This walk-a-thon is one of the solutions implemented this year to replace the usual in-person fundraising events that the Foundation relies on but cannot hold this fall as a result of the pandemic. **We hope participants can commit to raise at least \$100 (with aspirations to raise more!).** We created a walk-a-thon fundraising page where your friends, family, neighbors, and colleagues can make online donations in support of your children's fundraising efforts. This is a great opportunity to have a conversation with your children about giving, generosity, service, and why those things are important.

Your children's participation in this walk-a-thon will directly impact the lives of children in some of the most underserved parts of Houston. Proceeds will go directly to the Prelude Music Foundation.

Thank you for supporting the Prelude Music Foundation and for teaching your children about kindness, generosity, and service.



OUR WHY

Music education benefits early learners: infants recognize melodies before they understand words; strong connections exist between rhythm skills and pre-reading abilities in toddlers; song repetition encourages word usage and memorization.

MUSIC LEARNING SUPPORTS ALL LEARNING

Through studying the fields of neuroscience, psychology, and early childhood learning, Music Together® authors Kenneth K. Guilmarten and Lili Levinowitz, Ph.D, created a comprehensive curriculum that focuses on how the brain processes and organizes musical material, how children learn, and how the surrounding environment can support this learning (Hoffman).



Music Together program models are designed to support children in achieving basic music competence—the ability to “speak” the language of music. In addition, Music Together activities support children’s development in the following domains:

- Music Learning and Development
- Language Development and Emergent Literacy
- Social and Emotional Development
- Cognition and General Knowledge
- Physical and Motor Development
- Approaches to Learning

DESPITE THE KNOWN BENEFITS OF MUSIC EDUCATION, MUSIC PROGRAMS DO NOT EXIST TODAY IN MOST OF OUR PRESCHOOLS AND DAY CARE CENTERS.

Children of low-income families unable to pay for out-of-school-time lessons, start 1st grade already at a disadvantage due to a limited exposure to experiences that stimulate cognitive, social, physical and educational development. That is why we bring this powerful program into pre-k classrooms and early childhood centers where 100% of the students live in economically disadvantaged households. We use music as the tool to promote interpersonal connection and create a joyful, accepting, and nurturing learning environment where social-emotional, cognitive, physical, academic, and musical development is possible.

This academic year alone, the Prelude Music Foundation is serving over **4,000 children** via the following schools/programs:

WHO WE SERVE

FARIAS EARLY CHILDHOOD CENTER - TITLE 1
100% ECONOMICALLY DISADVANTAGED

FONWOOD EARLY CHILDHOOD CENTER - TITLE 1
99% ECONOMICALLY DISADVANTAGED

NINFA LAURENZO EARLY CHILDHOOD CENTER - TITLE 1
100% ECONOMICALLY DISADVANTAGED

SHEARN ELEMENTARY - TITLE 1
94% ECONOMICALLY DISADVANTAGED

SMALL STEPS NURTURING CENTER: GULFTON CAMPUS
48% LIVING BELOW POVERTY LINE

BAKER RIPLEY FRAGA PRE-K
100% ECONOMICALLY DISADVANTAGED

CASA DE ESPERANZA DE LOS NIÑOS
100% AT-RISK

COLLABORATIVE FOR CHILDREN
100% ECONOMICALLY DISADVANTAGED

Prelude Music Foundation Community Partners



GETTING STARTED

Step 1: [Set up a fundraising page](#) for the walk-a-thon.

Step 2: Talk to your kids about their why.

- Have a conversation with your kids about giving, generosity, service, and why those things are important. If they've participated in Prelude classes before, consider explaining that someone paid for them to attend Prelude classes, and the walk-a-thon is a way to raise money for other children to attend Prelude classes.
- Refer to page 3 for more details about the Foundation.
- Watch this short [video](#) about the Foundation. The video is family-friendly and a great way to teach your children about the children the Foundation serves and the programs it offers. Prelude participants will enjoy seeing their very own Ms. Ana and Mr. Jonathan speak on the video.

Step 3: Fundraise! Send an email and/or create a social media post asking people in your community to sponsor your child(ren)'s participation in the walk-a-thon.

Step 4: Walk. Participate any time and any place that is convenient for your family on the weekend of November 12 - 14, 2021. See page 5 for suggested routes and goals, but be creative! Come up with whatever distance or time goal that will be fun and motivating for your children and invite them to brainstorm the goal.

Step 5: Attend the walk-a-thon drop by party. Participants are invited to come to **Levy Park on Sunday, November 14, 2021 from 4:00 - 5:00 pm** for a casual gathering to celebrate the completion of the walk-a-thon. This will be an informal, outdoor drop-by to honor the children's efforts. All children who participated in the walk-a-thon will be given a plastic medal and will receive an enthusiastic in-person thank you from Foundation founders, Dr. Ana Trevino-Godfrey and Jonathan Godfrey.



FUNDRAISING TIPS

- **Post and share on social media!** Social media is a great way to reach a wide audience, and you may be surprised which of your friends and family members see your children's link and decide to show support.
- **Talk about it.** Talk to neighbors, friends, and family about the walk-a-thon and about how much Prelude Music classes have meant to your own family.
- **Ask.** Your friends and family want to support your children and a cause that you believe in. Send a personal email or text message with a link to your fundraising page. Consider including a photo of your child(ren) attending their own Prelude classes and share that your family is working to bring these life-changing, education-based music classes to families in low-income communities in Houston.
- **Say and give thanks.** Thanking your donors with a shout out on social media, a handwritten card, a coloring picture, and/or a text is a great way to say thank you for their support.



SOCIAL MEDIA / EMAIL GUIDE

We've created some suggested social media posts you can share on your social media accounts or forward via email to gain support for the Prelude Music Foundation walk-a-thon. Of course, feel free to add your own stylistic tweaks and messages. Please tag the Prelude Music Foundation in your social media posts, and we will like, comment, and reply back to your messages to increase traction.

Facebook: @preludemusicfoundation

Instagram: @preludemusicfoundation

Please use the graphic in the below to accompany the social media posts. And, of course, there's nothing your friends and family would love to see more than a photo or short video of your child/children!

Download Logo and Social Media Graphics [HERE](#)

Sample Posts/Email Language:

1. Did you know the Prelude Music Foundation serves approximately 4,000 students in the most high-poverty, low literacy communities in Houston? Our family is proud to be teaming up with the Prelude Music Foundation a Virtual Walk-a-thon on the weekend of November 12 -14. Will you [join us](#) [**<edit hyperlink to your fundraising page>**] in raising critical funds to bring music education classes to more underserved Houston children?
2. **[Child/children's name(s)]** will be participating in the Prelude Music Foundation Walk-A-Thon on the weekend of November 12 - 14. The event has been underwritten, so 100% of your donation will go to the Prelude Music Foundation. The Prelude Music Foundation is a 501(c)(3) organization that serves high-poverty, low-literacy communities where families often lack the tools to help support their children's cognitive and academic development. Utilizing the research-based music and movement curriculum Music Together®, the PMF supports the cognitive, academic, and musical development of children during the most formative years of their lives. This is a great opportunity for us to teach **[Child/children's name(s)]** about generosity and service. You can [go here](#) [**<edit hyperlink to your fundraising page>**] to support them in the Walk-A-Thon. Thanks very much!
3. We are walking for a reason! Our children have been fortunate to attend Prelude Music classes for many years and had the benefit of experiencing the research-based music and movement curriculum of Music Together®. On the weekend of November 12 - 14, **[[Child/children's name(s)]**, will participate in the Prelude Music Foundation Walk-A-Thon, which brings the music classes our family holds so dear to children in high-poverty



parts of Houston. Please consider [donating](#) [**<edit hyperlink to your fundraising page**] and supporting **[Child/children's name(s)]** in this meaningful service activity. Every dollar makes a difference!

4. Walking for a reason! The [Prelude Music Foundation](#) serves approximately 4,000 children in the Houston area by bringing research-based music and movement classes to 58 schools, and a total of 303 classrooms. Our children are participating in a Walk-A-Thon in order to raise critical funds for the Foundation, which is unable to hold its usual annual in-person fundraising events due to the pandemic. Please consider [donating](#) [**<edit hyperlink to your fundraising page**] and supporting **[Child/children's name(s)]**. Thank you!



SUGGESTED WALKING ROUTES AND GOALS

On Walk-a-Thon weekend - whenever it is most convenient for your family - children will walk in support of the Prelude Music Foundation.

Raising children is hard, especially during a pandemic, so this is designed to be a flexible, low-key, active service opportunity for your family.

You set the walking goal that works best for you and your children. Some suggestions are:

- one lap around Rice University walking trail (~ 3 miles)
- 7 laps around the [West University Place Colonial Park](#) concrete walking trail (7 laps = 1 mile)
- walk a trail or lap around [Memorial Park](#) (over 30 miles of trails available)
- 30 minute family walk around your neighborhood
- walking trail around the [Houston Arboretum](#)
- walk around [Edith Moore Bird Sanctuary](#)
- one mile walk or run while singing or listening to music

**THANK YOU FOR SUPPORTING
THE PRELUDE MUSIC FOUNDATION!**

